



# Which clipper is best for me?

INTRODUCING...

An easier way to sell and buy Oster Professional® clippers.

We have designed an easy 3 step system that helps users select the best clipper for their specific needs and tastes .

## Step 1. Clipper Classification System:

This classification system has 5 different levels based on the professional usage for which it was designed. This system appears on the packaging and sell sheets.



**1-Star**  
Household Use



**2-Star**  
Light Professional Use



**3-Star**  
Medium Professional Use



**4-Star**  
Medium-Heavy Professional Use



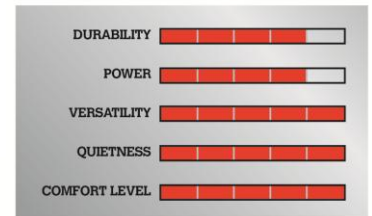
**5-Star**  
Heavy Professional Use

## Step 2. Clipper Benefits Rating:

Each clipper has been rated on 5 different attributes:

- Durability:** Ability to resist wear in professional environment
- Power:** Motor type and torque
- Versatility:** Capable of easily adapting to various tasks
- Quietness:** Noise level
- Comfort Level:** Ergonomics, size, and weight

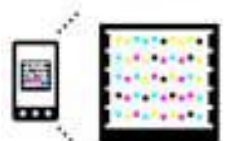
CLIPPER BENEFITS RATING SYSTEM



These graphic representations appear in the gift box and sell sheet of the clippers

## Step 3. QR (Quick Response) Code :

A QR code has been added to the packaging that adds additional information on the clipper that will aid in the purchasing process. The code links to an introductory YouTube video, featuring the world renowned David Guerin explaining the features and benefits of the product. These graphic representations appear in the packaging, posters and ads.



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<http://gettag.mobi>



See back for illustrations

## Which clipper is best for me?

SELL SHEETS



Clipper Classification System

GIFT BOX



Clipper Benefits Rating

QR Code



QR Code

ADS AND POSTERS